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# SHARE<sup>THE</sup> MEAT PROGRAM IN RHODE ISLAND

A STUDY *of the* ORGANIZATION USED  
IN THE SHARE THE MEAT PROGRAM IN  
RHODE ISLAND, AND AN ANALYSIS *of the*  
RESULTS *of the* PROGRAM

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UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU of AGRICULTURAL ECONOMICS  
in cooperation with the  
OFFICE of DEFENSE HEALTH & WELFARE SERVICES of the FEDERAL SECURITY AGENCY  
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## SUMMARY

The Share the Meat Program in Rhode Island achieved most of the purposes for which it was intended. Over three-fourths of the 756 Rhode Island housewives who were interviewed had heard of the Government's voluntary meat rationing program and many had already taken positive steps to adjust their diets to wartime conditions. They reduced meat consumption; most of them because of an actual meat shortage, but a substantial number because they were willing to share with others. They used more nonrestricted protein foods, such as fish, poultry, eggs, and beans, than before. They spread the meat flavor over other foods by a greater use of stews, meat pies, and other meat extenders. They learned new ways to conserve meat. The numerous food problems that have been well attended.

Most Rhode Island housewives learned about the program through the use of radio and newspapers. And although only 12 percent learned through house-to-house visits as a source of information, those who had learned about the program in this way considered it a valuable source of information. House-to-house visits were made by members of local nutrition committees, local salvage

The campaign was sponsored by the Rhode Island Extension Service which was especially well equipped to handle nutrition problems. The Extension Service played an important part in the program and rural advisors through nutrition committees in the community made effective use of the resources peculiar to each community. Guidance to the program was offered at the regional level by the Health and Welfare Services of the Federal Security Administration.

Several recommendations follow logically from the experience with the Meat Program in Rhode Island. These are:

- (1) Wartime food programs that involve community leaders or guidance can best be handled by block leaders. This is also true for programs that should reach every family, mainly with announcing new food programs through normal publicity channels.
- (2) Food programs that are nation-wide in scope should be flexible enough to permit States and communities make the best use of their available resources.
- (3) Material to be used in food campaigns should be well written (in several languages in some cases) and made available for distribution at least a week before the opening date of the campaign.
- (4) There is a real need for the block leader plan in Rhode Island in order that urban people may learn about certain programs through personal visits. Similarly there is a definite need for the continuation of the neighborhood-leader system in the rural areas of Rhode Island.

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## FOREWORD

Food shortages and rationing have appeared imminent to many of us for some time. The voluntary rationing campaign "Share the Meat" was conducted as one means of relieving the immediate meat situation until a regular rationing program could be established.

In any period of emergency educational and volunteer programs are essential to help us meet our responsibilities as citizens. During a war especially is it necessary to rely on volunteer services to meet emergencies as they arise on the home front.

It is also necessary from time to time to judge the effectiveness of these programs. This survey is the evaluation of the Share the Meat Program in Rhode Island.

The organization and results of such a campaign, the utilization of the many available agencies and volunteer services are considered. It is hoped that the data presented by this Bureau of Agricultural Economics survey will prove interesting and valuable to other States organizing and conducting similar programs.

Violet B. Higbee

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Rhode Island State College Extension Specialist  
and  
Chairman, Rhode Island Nutrition Council

MAR 1 1945

## ACKNOWLEDGMENTS

In undertaking a study of this kind it is extremely important to secure the interest and support of local persons. A fortunate situation prevailed in Rhode Island, since the individuals who assisted in the survey were already interested in the problem.

Miss Violet Higbee, Extension Specialist in Foods and Nutrition and Chairman of the Rhode Island Defense Council, was an invaluable asset. Without her intelligent and painstaking efforts the survey could not have been made.

Mrs. Florence Case and Mrs. Florence Caton, serving on the special working committee of the Council, made valuable suggestions while the report was being written. Mrs. Vivian MacFawn and Miss Marion Fry, Home Demonstration Agents, were very helpful in the conduct of the survey in rural areas.

Volunteer workers in Providence and Pawtucket gave generous time and efforts in collecting records and typing the reports.

Representatives of the Rhode Island State Council of Defense and the local Defense Councils and representatives of Agricultural Extension Service supplied much needed information and chairmen of local nutrition committees furnished considerable information concerning the Share the Meat Program.

Miss Rosabel Burch of the regional Office of Defense Health and Welfare Services in the Federal Security Agency was especially helpful throughout the study. Her guidance and suggestions added greatly to the project.

In the early stages of the survey and again at its conclusion, representatives from the regional Office of Civilian Defense and the Food Distribution Administration made valuable suggestions.



# THE SHARE THE MEAT PROGRAM IN RHODE ISLAND

By Walter C. McKain, Jr., Social Science Analyst  
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## Introduction

In a democracy at war the effective distribution of information is of extreme importance. The success of any nationwide wartime program is contingent upon the degree to which it is understood and acted upon by all families. This is particularly true of information concerning wartime food programs in the United States for food is one war material that enters every home.

During the latter part of 1942 a nationwide Share the Meat Campaign was held, culminating in a house-to-house canvass the week of November 30. This campaign utilized the services of State and local nutrition committees in cooperation with the Office of Civilian Defense, the Agricultural Extension Service, and the Office of War Information. Much can be learned from an analysis of the organization that was used in this campaign and from a study of the coverage that was obtained.

For this reason the Bureau of Agricultural Economics of the United States Department of Agriculture was asked by the Nutrition Division of the Office of Defense Health and Welfare Services in the Federal Security Agency to make a survey of the Share the Meat Campaign as it was conducted in three States. Selected for the study were Rhode Island, South Carolina, and Missouri. In Rhode Island the project was sponsored by the Rhode Island Nutrition Council at a conference held on January 8, 1943. <sup>1/</sup>

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<sup>1/</sup> On January 9, 1943 the purposes and suggested procedure of the study were carefully considered at a meeting attended by representatives of the Rhode Island Nutrition Council, the Regional Office of Defense Health and Welfare Services of the Federal Security Agency, the New England Regional Office of Civilian Defense, the Civilian War Services Branch of the Rhode Island State Council of Defense, the Rhode Island Agricultural Extension Service, the Regional Food Distribution Administration, and the Bureau of Agricultural Economics of the Department of Agriculture.



The specific objectives of the study in Rhode Island were as follows:

- (1) To determine the effectiveness of the face-to-face approach to families as a means of informing them about and securing their participation in wartime food programs.
- (2) To appraise the methods used in organizing the Share the Meat Campaign in order to find which techniques proved most successful and why other measures were less successful.
- (3) To develop some suggestions that will assist the Rhode Island Nutrition Council in planning and carrying out future food programs.
- (4) To provide information that may be used by the Regional Office of Civilian Defense and the Civilian War Services Branch of the Rhode Island State Council of Defense in deciding the kinds of programs that can best be handled by the block-leader organization.
- (5) To provide information that will assist the Rhode Island Agricultural Extension Service in determining the programs that can best be handled by the neighborhood-leader organization.

#### The Share the Meat Campaign

State Level.--- The Share the Meat Program was announced at a conference of State Nutrition Chairmen held in St. Louis on October 23, and 24, 1942. Three days later the executive committee of the Rhode Island Nutrition Council met and discussed the part that Rhode Island could play in the program. <sup>2/</sup> It was agreed to follow the procedure suggested in the St. Louis conference as closely as possible.

To avoid a succession of general committee meetings and to reduce the travel required, a working committee of three was appointed to supervise the program. Included in this committee were the Chairman of the Council, the Home Economics Supervisor of the Providence Public Schools, and the Nutrition Consultant of the Rhode Island State Department of Health.

On October 29, 1942, when the Chairman of the Rhode Island Nutrition Council and the Director of the Agricultural Extension Service met with the State Director of Civilian Defense, it was decided that more definite plans would be made after the State Council of Defense had

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<sup>2/</sup> The Council was in a favorable position to undertake such an assignment. It had been in existence for several years, having been organized as an integral part of the Rhode Island Nutrition Association which was founded in 1938. Most of the towns and cities in Rhode Island had organized nutrition committees and the Council had successfully carried out other nutrition programs in previous years. A complete discussion of the history, objectives, organization and programs of the Rhode Island Nutrition Council will be found in the Appendix.



appointed an Administrator for Civilian War Services.

Later the same day a meeting was held with the Victory Buyers, a volunteer organization working with the Office of Price Administration to promote the public acceptance of rationing. It was agreed that the Victory Buyers would not do any house-to-house visiting and would talk about meat rationing in general terms only.

At the conclusion of a joint meeting between the Rhode Island Nutrition Association and the Home Economics Association on October 30, 1942 a special meeting was held to discuss the Share the Meat Program. About 20 chairmen of the local nutrition committees attended. The State Director of Civilian Defense talked about the program of the Office of Civilian Defense. A representative from the Regional Office of Civilian Defense explained the block system in relation to the Share the Meat Program. The Director of the Agricultural Extension Service told about the neighborhood-leader program and the Chairman of the Nutrition Council presented a general picture of the Share the Meat Program and the part to be played by local committees.

On November 2, 1942, the Chairman of the Rhode Island Nutrition Council met with representatives of the Office of Defense Health and Welfare Services of the FSA and a representative from the Bureau of Agricultural Economics of the United States Department of Agriculture. Plans for the Share the Meat Campaign were discussed. Later in the day the same group conferred with the Regional Director of the Office of Civilian Defense, one of his staff members and the Chairman of the Nutrition Committee in Massachusetts regarding cooperation with the Office of Civilian Defense. It was decided that, although the Office of Civilian Defense was still in the process of organizing the block system in many urban areas, block leaders would be used where they were available.

Earlier in the day the Agricultural Extension Service made available the time of the Home Demonstration Agents for the Share the Meat Campaign and agreed that neighborhood leaders could make the house-to-house visits in rural areas.

The committee handling the Share the Meat Program for the Council suggested that the Nutrition Consultant of the Rhode Island State Department of Health, who was serving as an advisor to urban nutrition committees, present the program to these committees. The Home Demonstration Agents in the southern, northern, and eastern parts of the State who had been serving as advisors for the rural-town nutrition committees likewise were requested to present the program to their committees. On November 3, 1942 an all-day training program was held for the advisors. Plans for the campaign were made at this conference and the following timetables of events were agreed upon:

November 14, 1942 - State Training Program  
November 23 to November 22, 1942 - County Training Program  
November 23 to November 29, 1942 - Local Training Program  
November 30 to December 5, 1942 - House-to-House Visitation  
December 7, 1942 and following weeks - Follow-up and demonstrations.



On November 10 a meeting was held with the State Supervisor of Home Economics Education, and as a result letters were sent to all Home Economics teachers in the State, briefly explaining the Share the Meat Program and carrying some printed material describing the program in more detail. Meat-saving recipes were enclosed. The Home Economics teachers were urged to cooperate with local nutrition committees in providing demonstrations for mothers.

The State training program was held as scheduled on November 24, 1942. In attendance were the urban advisor and the three rural advisors, the working committee of the Nutrition Council, the Director of the Agricultural Extension Service, the Extension Specialist in Animal Husbandry, the State Home Demonstration Leader, the Land-Use Specialist of the Agricultural Extension Service, and the State Chairman of the Salvage Women's Division. Arrangements were made for the urban and rural advisors to meet with the local nutrition committee chairmen and local salvage leader chairmen, together where possible, and jointly develop plans for the training of workers.

On November 18, 1942 a conference was held with the newly appointed Administrator of Civilian War Services of the Rhode Island Council of Defense. Letters were sent to the chairmen of the local Defense Councils informing them about the campaign and enclosing a copy of the Confidential Notice of the Share the Meat Campaign (O.C.D. Publication 4204). Arrangements were made whereby the nutrition chairmen in each town would meet with the local Defense Council chairmen and discuss the progress of the campaign in their communities. Plans for a block-leader system in Rhode Island were still being made and it was considered unwise to set up a temporary or hastily contrived system just to handle the Share the Meat Program. For this reason it was agreed that for the five urban areas of Providence, Pawtucket, Woonsocket, Central Falls, and Cranston, it would be better to use salvage leaders. The names of the salvage leaders chairmen were made available but it was left to the individual chairmen to decide whether or not their organization was to be used. At this conference the State Council of Defense agreed to mimeograph any needed materials and to arrange for the distribution of Share the Meat literature.

The rural and urban advisors met on November 20, 1942, went over the work that had been done up to that point, and made plans for the immediate future. At this meeting it was learned that in three cities the campaign would be carried on by workers recruited from the salvage leaders. Towns in eastern Rhode Island expected to use neighborhood leaders in their work, while towns in northern and southern Rhode Island were planning to use both neighborhood leaders and salvage leaders.

On the following day a meeting was held with a representative of the Federal Agricultural Extension Service regarding the best use that could be made of neighborhood leaders in the Share the Meat Program.

Plans had been made to begin the house-to-house visitation on November 30, 1942, but this was impossible as the Share the Meat leaflets did not arrive in the State until December 1, 1942. They were released by the State Council of Defense the following day and reached most of the communities on December 3 or 4, 1942.



These leaflets were distributed as follows:

| <u>Place</u>                     | <u>Number<br/>of<br/>leaflets</u> | <u>Place</u>   | <u>Number<br/>of<br/>leaflets</u> |
|----------------------------------|-----------------------------------|----------------|-----------------------------------|
| Woonsocket                       | 4,000                             | West Greenwich | 130                               |
| Pawtucket                        | 5,500                             | Exeter         | 400                               |
| Coventry                         | 300                               | Warwick        | 7,000                             |
| West Warwick                     | 2,000                             | Charlestown    | 350                               |
| Hopkinton                        | 1,200                             | North Kingston | 4,000                             |
| Westerly                         | 4,000                             | Richmond       | 400                               |
| South Kingston                   | 1,500                             | East Greenwich | 1,300                             |
| Narragansett                     | 500                               | Providence     | 5,000                             |
| Central Falls                    | 2,000                             | Newport County | 2,500                             |
| Providence &<br>Bristol Counties | 10,000                            |                |                                   |

The Rhode Island Nutrition Council followed up the campaign by sponsoring a series of meat demonstrations. So far approximately 75 demonstrations have been held in the State. Most of these have been sponsored by local nutrition committees. These have been given by Home Economics teachers, utility companies, the Agricultural Extension Service and the Home Economics Women in Business.

The Share the Meat Campaign was handled in an effective way on the State level. Every attempt was made to use the organizations in the State and to remain within the limits agreed upon at the St. Louis conference. The use of urban and rural advisors proved to be an excellent plan and the guidance and training that was provided was complete and to the point.

Local Level.-- In the local communities there were considerable variations in the way the Share the Meat Program was handled, for several reasons. In the first place the nutrition committees were in various stages of development, ranging from those organized nearly a year before that had carried on other programs, to those that were still embryonic. Second, the urban and rural advisors were quick to take advantage of favorable situations that existed in particular towns thus making it possible to handle the program effectively. Finally, the local chairmen represented various interests and took advantage of their working knowledge of other organizations in the communities.

Figure 1 represents the organization that was used to handle the Share the Meat Campaign in Rhode Island. It will be seen that the urban and rural advisors occupy a strategic position. In most of the towns and cities these advisors met with the local nutrition chairman and explained the program to them. In some cases the advisors met with the entire local nutrition committee. At these meetings plans were made to recruit and train workers for the house-to-house visits during the week of November 30 to December 5.

Workers were derived from various sources. In the cities, former salvage leaders were used although other volunteer workers were often



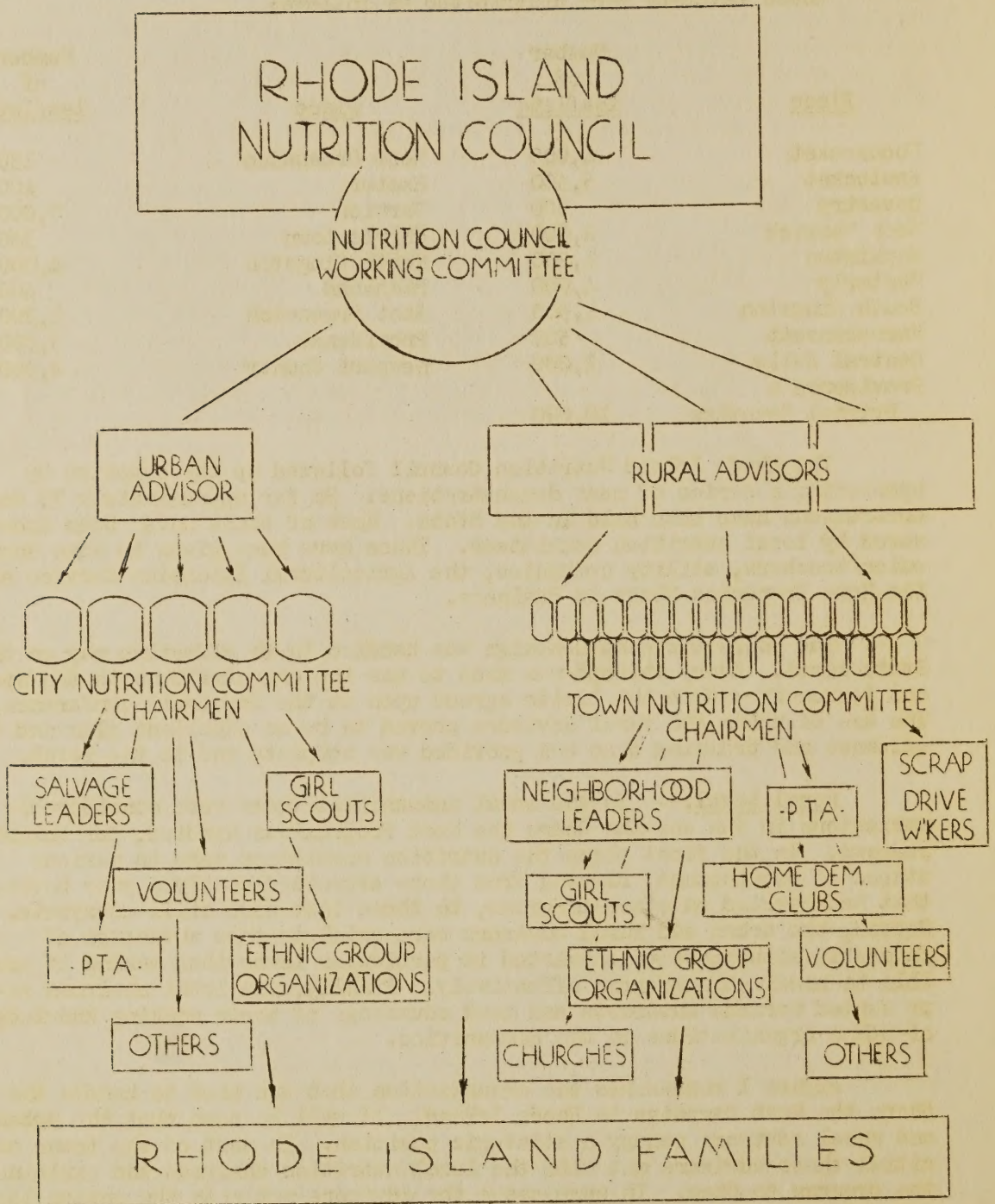


Figure 1.— Organization of the Share the Meat Campaign in Rhode Island



pressed into service. For example, in Pawtucket the Women's Club and the Quota Club also distributed leaflets. In most cities the salvage leaders were drawn from the Parent-Teachers Association. In rural areas, both neighborhood leaders and salvage leaders were used in the house-to-house visits and many other groups participated, including school teachers, Girl Scouts, volunteer workers on rationing boards, representatives of ethnic groups, and members of Parent-Teacher Associations. Pamphlets were also distributed in churches, stores, town clerks' offices, and daily newspaper offices.

In about half of the towns, training meetings were held at which the purposes of the program were explained, the procedure to be followed was outlined, and printed and mimeographed statements were presented. "War Food Communique Number One", "Share The Meat For Victory" and "Share The Meat--Questions and Answers" were the Washington bulletins distributed. In addition, leaflets prepared in Rhode Island and called "A Fair Share" and "State To County To Community To Block To Family" were used. The latter was a pamphlet adapted from a similar release prepared in Washington.

In most of the towns where training meetings were not held, instructions were sent or given to the chairmen of local nutrition councils who informed the workers individually or in small groups about the procedure to be followed.

The Share the Meat leaflets did not arrive in most towns until late in the week of November 30 to December 5, 1942. This meant that in most instances they were not given to the persons who were to distribute them until the following week. In some cases they were not handed out until late in December and in a few towns and cities they were still being distributed at the time this study was made.

A better knowledge of how the program operated can be had by examining how it was carried out in two fairly representative areas, the city of Pawtucket and the town of Hopkinton.

In the city of Pawtucket the emphasis during the week of the campaign was not on distributing "Share the Meat for Victory" leaflets. Instead, the week of November 30 to December 5 was made the occasion for daily food demonstrations in five schools. These were held under the auspices of the Pawtucket Nutrition Committee, but were arranged by the Home Economics Department of the schools. The demonstration was principally concerned with the preparation of meatless or meat-saving meals, and parents of the students were invited, through their children, to attend. Pawtucket newspapers gave publicity to the demonstrations. Distribution of Share the Meat information to Pawtucket homes was planned by the Nutrition Committee following the week of the campaign. To do this work the cooperation of the Parent-Teachers Association was obtained. This organization had aided in soliciting salvage, soap, tin, and grease. On December 12, 1942 a meeting attended by representatives of the Parent-Teachers Association was held and the program was explained by the Chairman of the Pawtucket Nutrition Committee. Leaflets were passed out to volunteers at this meeting, and later other volunteers in the organization,



received copies through their own chairmen. In all, 1,520 Share the Meat leaflets were distributed by these women, and others were given to members of the Pawtucket Women's Club and the Quota Club. These women did not distribute leaflets by any set pattern, but gave them to friends and neighbors, and made them available where they were needed. Through the combined efforts of the three organizations under the auspices of the Nutrition Committee, 2,000 leaflets reached Pawtucket families.

The people of Hopkinton are accustomed to thinking of their town as divided into two parts dominated by the village of Hope Valley in the north and Ashaway in the south. Because of this natural grouping the town Nutrition Committee Chairman believed that effective coverage of Hopkinton could best be made by establishing two committees to work in the two sections. The Share the Meat Campaign was handled in this way. Two training meetings were held with the Home Demonstration Agent for southern Rhode Island, at which the purpose of the campaign was discussed, and the areas were divided among volunteer workers to assure the best coverage. Both Nutrition Committees were enlarged by the addition of volunteers to carry out the special work of spreading information about the program. In North Hopkinton the same divisions were used as had been worked out for taking the annual school census, thus giving each worker about 20 families to visit. Volunteers were enlisted from the Parent-Teachers Association, school teachers, Girl Scouts, and women who had been doing paper work on rationing programs. Contact was made with the Polish population of Hope Valley through members of the Polish organizations. The committees in Hopkinton, like those in the rest of the State, could not start the actual work of distributing the "Share the Meat for Victory" leaflets at the scheduled time as the supply of these did not arrive when expected. Some disappointment was felt that there were no recipes or sample menus to distribute. Distribution of the leaflets began on December 3 or 4, 1942 when the first supplies arrived, but individual workers did not receive them until later, so that many pamphlets were not circulated until late in December.

In South Hopkinton the training meeting included many of the workers who were to visit the families in Ashaway and vicinity. The group of volunteer workers was built around a nucleus of women who had participated in Agricultural Extension Service meetings in the past; to their work was added the help of the Girl Scouts, the neighborhood leaders, Ashaway housewives, and a representative of Finnish groups in the town.

The chairman arranged for the Westerly newspaper to give publicity to the work of the committee in its column, and at a meeting of the local Grange she explained the purposes of the nutrition work.

Division of the work was not made along prearranged lines, but was planned for the convenience of the women who were doing the work. Areas were arranged so as to include the largest number of neighbors in the vicinity of the women's own homes, thus insuring more personal contact and saving travel and gasoline in the case of the workers covering areas in the open country.



The initiative exercised by the local nutrition committees and the urban and rural advisors was especially fortunate for it tapped many sources of help that would have remained untouched if a more rigid procedure had been followed. In most communities the nutrition committee tackled the job in good spirit and attempted to use every available means to make it a success.

#### How the Survey Was Made

The proposal to make a thorough study of the Share the Meat Campaign in one of the New England States was first cleared, on January 6, 1943, with representatives of the Regional Office of Defense Health and Welfare Services in the FSA and with representatives of the Regional Office of Civilian Defense. It was decided that Rhode Island would be the best prospect for such a study, because it was representative of States in the region which had done effective organizational work to take care of the campaign.

Accordingly, a meeting was held with the executive committee of the Rhode Island Nutrition Council on January 8, at which that body agreed to sponsor the survey. It was decided that the working committee of three members, which had been in direct charge of Share the Meat Program in the State, should act as advisors in the carrying out of the study.

On the next day an over-all program for conducting the survey was presented, discussed, and accepted in a general meeting attended by representatives of the Regional Office of Defense Health and Welfare Services of the FSA, the Regional Office of Civilian Defense, the Civilian War Services section of the Rhode Island State Council of Defense, the Rhode Island Agricultural Extension Service, the Rhode Island Nutrition Council, the Regional Food Distribution Administration, and the Bureau of Agricultural Economics in the United States Department of Agriculture. As the study progressed, advice and assistance were willingly extended by representatives of several of these groups.

In sampling the State to get a clear understanding of responses to the Share the Meat Campaign, two urban and four rural areas were selected. Providence was chosen because it was representative of Rhode Island cities in which the campaign was conducted with little house-to-house visitation and Pawtucket was chosen because it typified urban areas where a higher degree of coverage was obtained in this way.

In selecting rural areas for sampling, little attention was paid to county organization since the New England town system dominates the thinking of Rhode Islanders. Four towns, consequently, were chosen from different parts of the State (figure 2). Two of them represented towns in which conditions combined to make the Share the Meat Campaign more than ordinarily effective. The others were representative of towns in which it was thought that coverage of families by the program was less adequate than average.



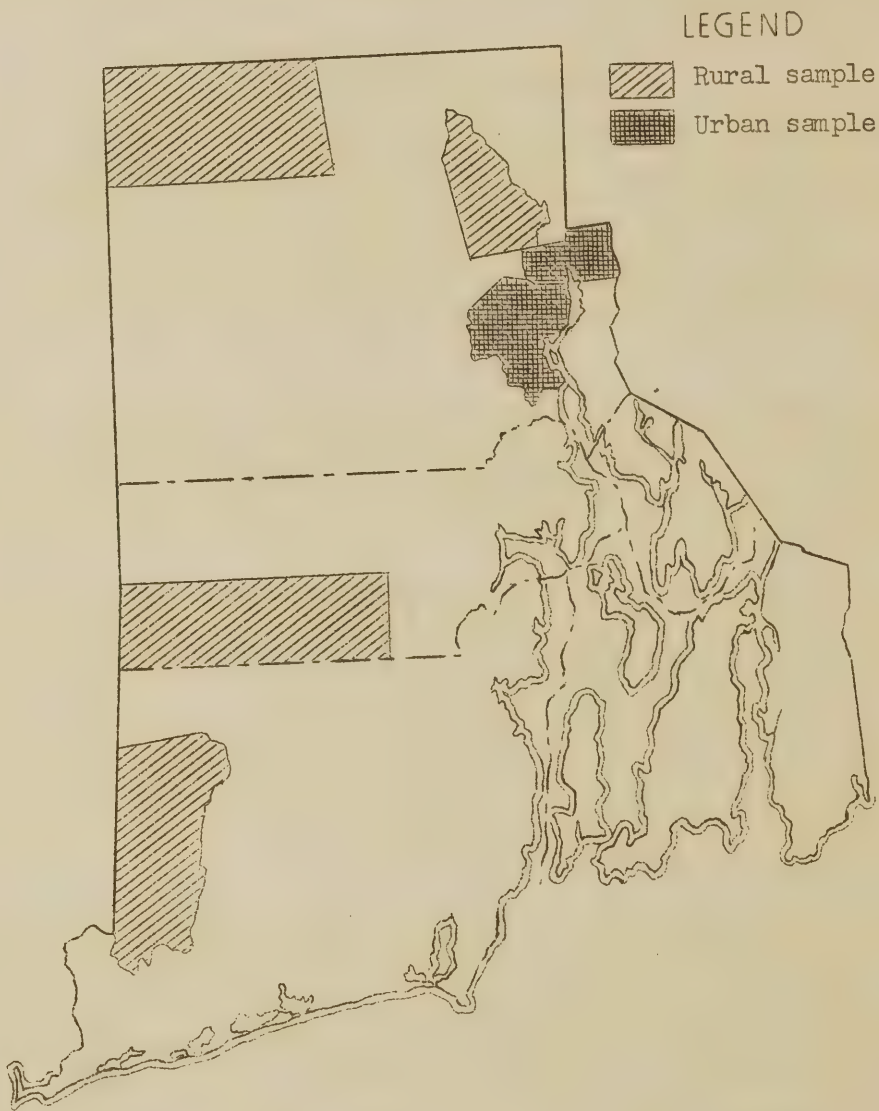


Figure 2.— Map of Rhode Island showing rural and urban areas sampled in the share the meat study



Meetings were arranged with the rural advisors for the towns, and with the nutrition committee chairmen, representing town Defense Councils. On the basis of their accounts of the campaign and their evaluations of coverage in different sections, sample areas were determined on base maps of each town. It was possible to distinguish areas of sparse population from villages and other concentrations, and to mark off areas characterized by heavier concentrations of special social or economic groups. The various sections were sampled at random, and although little effort was made to call back at homes where there was no one to be interviewed, it was possible to learn in advance of areas where larger proportions of working mothers could be expected, and so adapt the time of the interview to these conditions. A copy of the schedule used in rural areas is found in the appendix.

Both the sample cities were divided into areas which were fairly homogenous with respect to economic and social characteristics (figure 3). In Providence it was possible to make use of census tracts, so that the tracts in which the samples of families were surveyed could be compared in a number of ways with the city of Providence as a whole. This has been done in table 1 which shows fairly close correspondence between the tracts sampled and Providence with respect to proportions of native and foreign-born white population, percentage of non-whites and Italians, median number of school years completed, and median number of persons per dwelling unit. The sample areas contained slightly higher percentages of homes occupied by the owner, and higher estimated median monthly rental values.

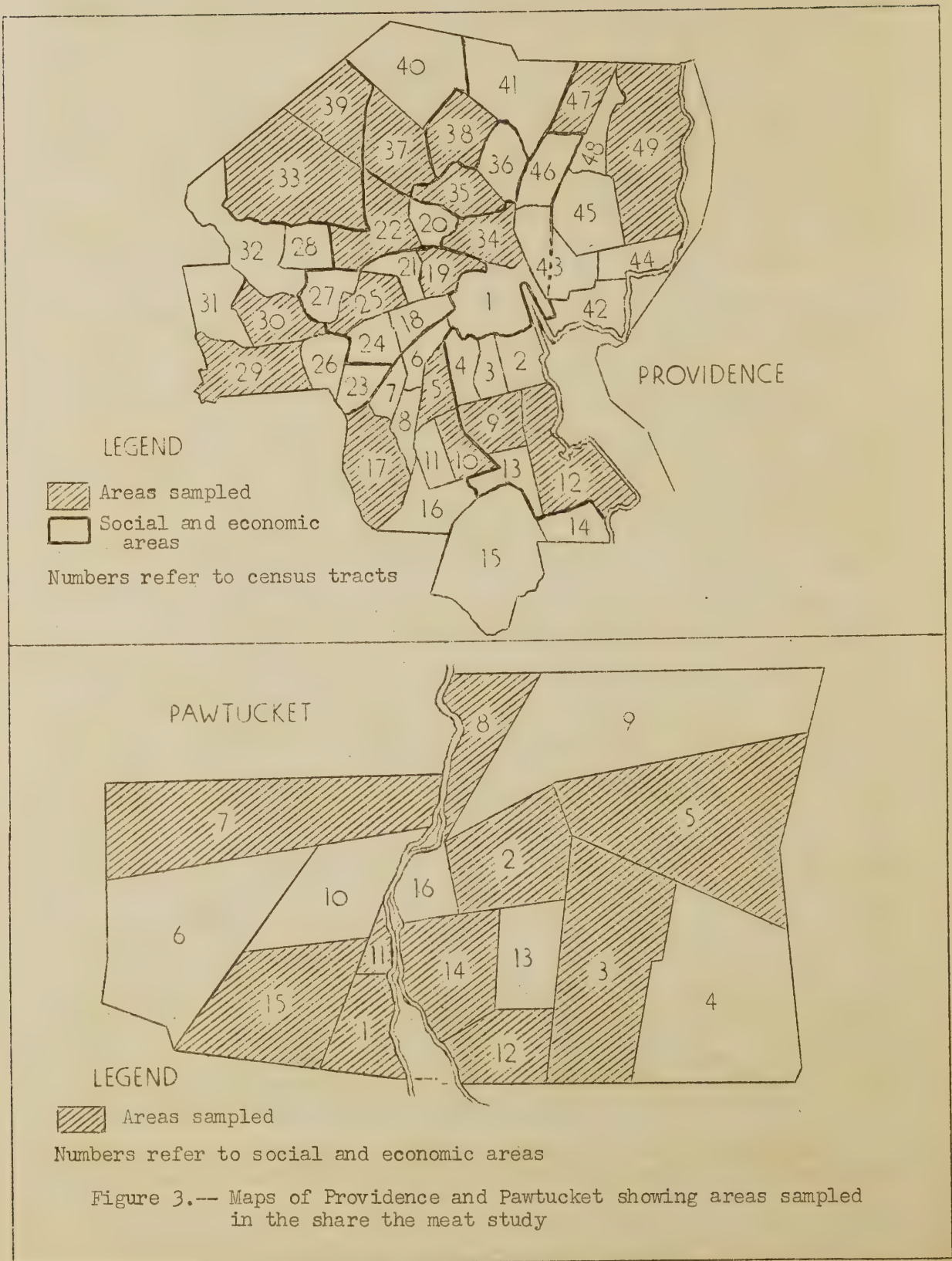
Table 1-- Comparison of census tracts with respect to selected items in Providence and in sample

|            | :          | :       | :       | :       | :      | :      | :Median :        |
|------------|------------|---------|---------|---------|--------|--------|------------------|
|            | :          | :       | :       | :       | :      | :      | :persons:        |
| :          | White      | :       | :       | :       | :      | :      | :                |
| :          | population | :       | :       | :       | :      | :      | :                |
| :          | Percent    | Percent | Percent | Percent | years  | owner  | :dwelling- :est. |
| :          | native     | foreign | non-    | Italian | com-   | occup- | :ing :monthly    |
| :          | born       | born    | white   | born    | pleted | ied    | :unit :rent      |
|            |            |         |         |         |        |        | Dollars          |
| Providence | 77.2       | 20.2    | 2.6     | 6.7     | 8.4    | 27.8   | 3.3 23           |
| Sample     | 77.6       | 20.4    | 2.0     | 9.1     | 8.7    | 33.3   | 3.5 28           |

In Pawtucket, two persons familiar with the city were asked separately to indicate the boundaries of different social and economic areas on a city map (figure 3). Their opinions were similar and samples were drawn from the areas outlined according to their suggestions. The sample of urban areas was a stratified one, random selections being made from areas representing the different segments of cities' populations.

Volunteer workers were obtained to do the work of schedule taking in both cities. In Providence they were secured with the help of the







Volunteer Bureau of the local Defense Council, and in Pawtucket, through the Parent-Teacher Association. Care was taken that different individuals were asked to do the work on the survey than had volunteered on the Share the Meat Campaign. The workers were trained for the survey, and furnished with exact maps of the territory or territories in which they were to interview a sample of families. Caution was exercised to avoid a selection of cases. Each interviewer was given 20 to 40 schedules (a copy of the schedule is in the appendix) which, when completed, were mailed to the survey headquarters.

A total of 607 records were obtained in the urban areas and 149 schedules were taken in the rural areas. Although nearly 92 percent of Rhode Island's population is urban, only 80 percent of the records were secured in urban areas. However, part of the population of at least two of the rural towns studied is urban so the coverage obtained in the sample may be considered fairly representative.

The results were tabulated and a report was prepared and submitted to the working committee of the Nutrition Council, in a meeting held on February 11, 1943. Suggestions and corrections made by that body were incorporated in the report, which was then presented to the executive committee of the Rhode Island Nutrition Council on February 12; it was approved by that group.

#### Results of the Survey

Tabulations of the survey schedules show that of a total of 756 rural and urban families, 76 percent knew about the Share the Meat Campaign in Rhode Island (table 2). This indicates that the information reached rather a high proportion of the families, but it is probable that an even higher percentage actually heard of the program. The survey was made about a month after the campaign was launched, and in the intervening period many Rhode Island housewives, beset by problems of food and fuel shortages, may have let knowledge of the program slip from memory.

A higher proportion of rural and village families know about the Government's request to share meat than did those in the cities of Providence and Pawtucket. It may be that rural people, living closer to the sources of food supply, are inclined to be more interested in new developments which bear upon food consumption.

In the urban areas there were some differences between areas of different economic levels, with respect to knowledge of the campaign. Sixty-three percent of those in low-rent areas knew about the campaign, as compared with 71 percent in areas of high rents, and 84 percent in medium-rent districts.

From table 3 it is seen that the means of spreading information which reached the highest proportions of families were the newspapers and the radio. This is more evident in the case of families in the rural areas, where three out of five mentioned both radio and the newspapers as sources of information about Share the Meat. A higher proportion of



rural households gave the radio as a source.

Table 2.-- Percentages of families grouped according to familiarity with the Share the Meat Campaign in sample areas of Rhode Island

| Sample areas       | :Total     | Percent of total families |               |            |
|--------------------|------------|---------------------------|---------------|------------|
|                    | :number    | :Heard of:                | No knowledge: |            |
|                    | :families: | campaign:                 | of campaign:  | :Uncertain |
| Providence         | 409        | 73                        | 25            | 4          |
| Pawtucket          | 198        | 75                        | 25            | -          |
| Urban total        | 607        | 74                        | 23            | 3          |
| W. Greenwich       | 32         | 88                        | 12            | -          |
| Hopkinton          | 41         | 88                        | 12            | -          |
| Lincoln            | 39         | 74                        | 26            | -          |
| Burrillville       | 37         | 81                        | 19            | -          |
| Rural total        | 149        | 83                        | 17            | -          |
| Rhode Island total | 756        | 76                        | 22            | 2          |

Each of the four radio stations in Rhode Island carried Share the Meat broadcasts during the week of November 30 to December 5, 1942. Ninety-eight 1-minute broadcasts announcing the campaign were made; most of these were in the form of transcriptions although some were live copy. The scrip was changed frequently. In addition, there were two 15-minute broadcasts, two 5-minute broadcasts and two Share the Meat announcements of 2 minutes in length. Most, if not all, of the material used in these broadcasts came from the Office of War Information in Boston and Washington.

The first newspaper release on the voluntary rationing of meat came on September 1, 1942. From that date until the first of the year, numerous news items, announcements, recipes, cartoons, feature articles, and editorials were carried in Rhode Island papers. The Providence Journal and the Evening Bulletin together carried 54 items about sharing meat, or a total of 652 lines. Twenty-six of these items were Associated Press releases, two were editorials, 14 were feature articles including recipes, and 12 were local news items. Share the Meat announcements and news items appeared in the other daily and weekly papers scattered throughout the State. For example, The Westerly Sun contained 12 such items, totaling 77 column inches.

Although the salvage leaders have been only partially organized in Rhode Island cities as yet, and neighborhood leaders in some rural



Table 3.-- Percentages of families grouped according to all sources of information on the Share the Meat Campaign in sample areas of Rhode Island <sup>1/</sup>

| Sample areas       | :Total     | :Pct. total families, by source: |         |              |        |   | :Uncertain |
|--------------------|------------|----------------------------------|---------|--------------|--------|---|------------|
|                    | :number    | :                                | :News-- | :House-to-   | :      | : | :or had    |
|                    | :families: | Radio                            | :paper: | house visit: | Other: | : | not heard  |
| Providence         | 409        | 51                               | 49      | 7            | 5      |   | 27         |
| Pawtucket          | 198        | 41                               | 45      | 25           | 10     |   | 25         |
| Urban total        | 607        | 48                               | 48      | 13           | 7      |   | 26         |
| W. Greenwich       | 32         | 53                               | 53      | 12           | 9      |   | 12         |
| Hopkinton          | 41         | 78                               | 68      | 10           | 12     |   | 12         |
| Lincoln            | 39         | 62                               | 54      | -            | -      |   | 26         |
| Burrillville       | 37         | 54                               | 54      | 11           | 11     |   | 19         |
| Rural total        | 149        | 63                               | 58      | 8            | 8      |   | 17         |
| Rhode Island total | 756        | 51                               | 50      | 12           | 7      |   | 24         |

<sup>1/</sup> Many families heard about the program from several sources. Thus, percentages do not total 100.

areas of the State are still being selected, more than one in eight families had heard about the Share the Meat Campaign from a neighborhood or salvage leader. This proportion rises to one in six when the group of 572 families who had heard of the program is used as a base, instead of the total number interviewed.

Had the block-leader system been organized in Rhode Island cities at the time the visits were made, it is a reasonable belief that practically all of the families would have heard of the program in that way. In Pawtucket, where organization of the salvage leaders by the Parent-Teacher Association was particularly well developed, a much higher proportion of families received information through this source. It was in Pawtucket also that the highest proportion of families first learned about the program through house-to-house visits (table 4).

Sixteen percent of rural families reported hearing of the program first over the radio, and 14 percent, from the newspapers. The corresponding figures, 27 and 17 percent for urban families make it appear that a lower percentage of rural than urban families first heard about Share the Meat from the radio or newspapers. This may not actually be the case. People in the rural towns less often distinguished between these two sources. "We get so much information both through the radio and newspaper

it's hard to remember always which one came first" was the usual comment.

Table 4.-- Percentages of families according to first source of information regarding the Share the Meat Campaign in sample areas of Rhode Island

| Sample areas       | :Total<br>:number<br>:families | Pct. total families, by source |                      |              |        |                      | :Uncertain<br>:or had<br>:not heard |
|--------------------|--------------------------------|--------------------------------|----------------------|--------------|--------|----------------------|-------------------------------------|
|                    |                                | :News-<br>:Radio               | :House-to-<br>:paper | :house visit | :Other | :Several<br>:sources |                                     |
| Providence         | 409                            | 31                             | 19                   | 6            | 5      | 12                   | 27                                  |
| Pawtucket          | 198                            | 19                             | 13                   | 13           | 5      | 26                   | 24                                  |
| Urban total        | 607                            | 27                             | 17                   | 8            | 5      | 17                   | 26                                  |
| W. Greenwich       | 32                             | 16                             | 16                   | 9            | 9      | 37                   | 13                                  |
| Hopkinton          | 41                             | 15                             | 15                   | -            | 5      | 53                   | 12                                  |
| Lincoln            | 39                             | 20                             | 13                   | -            | -      | 41                   | 26                                  |
| Burrillville       | 37                             | 13                             | 11                   | 3            | 11     | 43                   | 19                                  |
| Rural total        | 149                            | 16                             | 14                   | 3            | 6      | 44                   | 17                                  |
| Rhode Island total | 756                            | 25                             | 16                   | 7            | 5      | 22                   | 25                                  |

Table 5 indicates that the radio was considered the best source of information by the greatest percentage of urban and rural families. This was especially true for the latter of whom 30 percent thought the radio gave the most complete information. Comparison of these figures with table 3, however, shows that only about one-half of those who heard of the campaign by means of newspaper and radio, considered these the most helpful sources of information. At least 70 percent of the families who were told about the campaign by house-to-house visits on the other hand, said that this source was the best. One housewife expressed the opinion of a number of families when she said, "We had heard about sharing meat all right, but it was made clearer to me by the neighborhood leader, explaining what the program meant in my own family."

About two out of nine urban families and two out of seven rural families were given Share the Meat leaflets by neighborhood leaders, salvage leaders, or other volunteer workers for local nutrition committees (table 6). Twenty-three percent of all families had been given the leaflets, which were taken to them personally, or left at the door. Percentages of those receiving leaflets were markedly higher in Pawtucket, Hopkinton and Burrillville, where organizations of salvage leaders, nutrition committees, and neighborhood leaders had progressed farthest. Local leaders proved adept at getting the information distributed through the cooperation of organizations that had already been set up. Where these



Table 5.-- Percentages of families according to sources of information regarding Share the Meat Campaign considered most helpful in sample Rhode Island areas

| Sample areas          | :Total<br>:number<br>:families | :Pct.families,by source considered best:<br>:News-:House-to- :<br>:Radio :paper:house visit:Other:sources | :Uncertain<br>:or no in-<br>:formation |
|-----------------------|--------------------------------|---|--|
| Providence            | 409                            | 31 25 6 5 6   | 27                                     |
| Pawtucket             | 198                            | 20 20 16 7 12   | 25                                     |
| Urban total           | 607                            | 27 24 9 5 8   | 27                                     |
| W. Greenwich          | 32                             | 35 22 9 9 -   | 25                                     |
| Hopkinton             | 41                             | 47 15 7 5 2   | 24                                     |
| Lincoln               | 39                             | 18 13 - - 3   | 66                                     |
| Burrillville          | 37                             | 27 22 3 8 3   | 43                                     |
| Rural total           | 149                            | 30 17 5 5 2   | 41                                     |
| Rhode Island<br>total | 756                            | 28 23 8 5 7   | 29                                     |

were most completely organized, the task of spreading share-the-meat information could be carried out most effectively. If the block-leader system had been organized before the Share the Meat Campaign it would have been possible to reach nearly every urban family.

As not all families customarily use the per-adult allotment of  $2\frac{1}{2}$  pounds per week, it was attempted in the survey of sample rural and urban areas to find how the normal meat consumption of Rhode Island families compared with this figure, and some of their attitudes toward changes in the consumption pattern. Meat occupies a peculiarly important place in the diet, and likes and dislikes with reference to its use and preparation are usually strongly felt. It is not easy to change long-standing habits and tastes for kinds of meat and ways of preparing them, and it is important to know the reactions to changes which have been more or less forced upon families by the curtailment of the meat supply.

A little more than half the families normally used less than the allotted  $2\frac{1}{2}$  pounds per week for adults (table 7) and about three in eight families ordinarily use more. Higher proportions of families in Providence and Pawtucket habitually used more than the Share the Meat maximum than did those in the rural towns, where an average of only 25 percent ordinarily used more than the  $2\frac{1}{2}$  pounds. This is partly because

Table 6.-- Percentages of families that received Share the Meat leaflets in sample areas of Rhode Island

| Sample areas       | :Total     | : Percent of total families |          |           |
|--------------------|------------|-----------------------------|----------|-----------|
|                    | :number    | :Receiving:                 | Not rec: |           |
|                    | :families: | leaflet                     | leaflet: | Uncertain |
| Providence         | 409        | 14                          | 84       | 2         |
| Pawtucket          | 198        | 38                          | 60       | 2         |
| Urban total        | 607        | 22                          | 76       | 2         |
| W. Greenwich       | 32         | 19                          | 75       | 6         |
| Hopkinton          | 41         | 41                          | 59       | -         |
| Lincoln            | 39         | 3                           | 97       | -         |
| Burrillville       | 37         | 49                          | 51       | -         |
| Rural total        | 149        | 28                          | 70       | 2         |
| Rhode Island total | 756        | 23                          | 75       | 2         |

Table 7.-- Percentages of families accustomed to use of more than  $2\frac{1}{2}$  pounds of meat per week for each adult in sample Rhode Island areas

| Sample areas       | :Total     | : Percent of total families |             |            |
|--------------------|------------|-----------------------------|-------------|------------|
|                    | :number    | :Using more                 | :Not using: |            |
|                    | :families: | than $2\frac{1}{2}$ lbs.:   | more        | :Uncertain |
| Providence         | 409        | 38                          | 52          | 10         |
| Pawtucket          | 198        | 46                          | 47          | 7          |
| Urban total        | 607        | 41                          | 50          | 9          |
| W. Greenwich       | 32         | 44                          | 47          | 9          |
| Hopkinton          | 41         | 29                          | 59          | 12         |
| Lincoln            | 39         | 23                          | 54          | 23         |
| Burrillville       | 37         | 5                           | 84          | 11         |
| Rural total        | 149        | 25                          | 61          | 14         |
| Rhode Island total | 756        | 38                          | 52          | 10         |



a greater proportion of elderly people with generally moderate appetities are found in these rural areas. The fact that rural people often use poultry raised on their own land may also affect these figures. In the town of Burrillville, however, 85 percent of the families claimed they used less than  $2\frac{1}{2}$  pounds per adult per week, although mill workers and village dwellers are more characteristic of Burrillville than farm or part-time farm families.

Of the families living in areas of lowest average rental value in Providence and Pawtucket, 42 percent used more than the  $2\frac{1}{2}$  pound limit, and 51 percent in medium-rent areas. Diets of these families evidently included a higher proportion of restricted meat, in normal times, than did those of families living in high-rent districts of the two cities where slightly less than one-third of the families ordinarily used more than the limit under the Share the Meat Program. Probably much of this difference can be explained by differences in types of occupation and in food habits. Many housewives accounted for normally high meat consumption by the statement that the principal wage earner "works hard all day, and he's got to have good solid food; he needs it."

Table 8 shows changes made during the winter of 1942-43 in consumption of restricted meats by Rhode Island families. A negligible number increased their meat consumption, whereas over three-fourths reduced meat consumption for one reason or another. Twelve percent reported reduction in order to comply with Share the Meat appeals, and 65 percent were forced to reduce consumption because of meat shortages. Those figures cannot show accurately the response of the 756 families to the

Table 8.-- Percentages of families grouped according to changes made in meat consumption since the Share the Meat Campaign in sample areas of Rhode Island

| Sample areas       | Percent of total families |           |             |            |            |
|--------------------|---------------------------|-----------|-------------|------------|------------|
|                    | :Total                    | :Reduced  | :           | :          | :          |
|                    | :number                   | :To share | :Because of | :          | : Made     |
|                    | :families                 | :the meat | : shortage  | :Increased | :no change |
| Providence         | 409                       | 15        | 62          | -          | 23         |
| Pawtucket          | 198                       | 13        | 70          | -          | 17         |
| Urban total        | 607                       | 15        | 64          | -          | 21         |
| W. Greenwich       | 32                        | 6         | 66          | -          | 28         |
| Hopkinton          | 41                        | -         | 71          | -          | 29         |
| Lincoln            | 39                        | -         | 72          | -          | 28         |
| Burrillville       | 37                        | -         | 65          | -          | 35         |
| Rural total        | 149                       | 1         | 69          | -          | 30         |
| Rhode Island total | 756                       | 12        | 65          | -          | 23         |

sharing idea for a serious shortage of meat developed in the area at about the time the Share the Meat publicity came out. Five out of six families that reduced their meat consumption gave the meat shortage as the reason. The figures give evidence, however, that if an unusual shortage had not occurred, 45 or 50 percent of all families might have cut down voluntarily on meat consumption in response to the campaign. There was almost unanimous willingness to use less, so the armed forces might have plenty of meat. Many of the families are represented in the Army, Navy, and Marine Corps; such households are all the more willing to get along with curtailed supplies. The comment of one father was not at all uncommon: "Why shucks, we're willing to cut down on meat, or cut it out altogether, just so's we're sure the boys get it."

One method of adjusting to reduced supplies has been to change meat-consumption habits and to include more of the other protein-rich foods. Rhode Island families have evidently been quick to make such changes, and have filled in with a variety of non-restricted protein foods. About seven out of eight of the interviewed families used more fish and/or poultry (table 9), four out of seven are making greater use of meat alternates, and about half have used more foods that spread the meat flavor. The adjustment that has been tried least often is the use of meat organs. One out of every five Rhode Island families increased its use of these meats, but only 11 percent of the families in rural towns did so. Some groups, particularly foreign ethnic groups, showed no hesitation in using these kinds of meat. But others, less familiar with their use and preparation, found it harder to adjust to cooking

Table 9.-- Percentages of families grouped according to methods used in adjusting to use of less meat in sample areas of Rhode Island

| Sample areas       | :        | :           | Percent of total families using: |              |             |                |
|--------------------|----------|-------------|----------------------------------|--------------|-------------|----------------|
|                    |          |             | :                                | :            | :           | :              |
|                    | Total    |             | More fish                        | More kidney, | peas, eggs, | Dishes spread- |
|                    | number   | More fish   | More kidney,                     | peas, eggs,  | ing meat    |                |
|                    | families | and/or fowl | liver, tongue                    | cheese       | flavor      |                |
| Providence         | 407      | 75          | 16                               | 60           | 44          |                |
| Pawtucket          | 198      | 79          | 30                               | 57           | 62          |                |
| Urban total        | 607      | 77          | 21                               | 59           | 49          |                |
| W. Greenwich       | 32       | 66          | 16                               | 59           | 22          |                |
| Hopkinton          | 41       | 66          | 10                               | 54           | 49          |                |
| Lincoln            | 39       | 54          | 10                               | 46           | 49          |                |
| Burrillville       | 37       | 30          | 8                                | 30           | 8           |                |
| Rural total        | 149      | 54          | 11                               | 47           | 33          |                |
| Rhode Island total | 756      | 87          | 19                               | 57           | 46          |                |



sweetbreads, hearts, liver, kidney, etc. There is plainly an opportunity for more teaching as to palatable ways of preparing these foods, but some reluctance toward them will probably remain. There was a good deal of speculation, on the part of both rural and urban housewives, as to the prospect of horsemeat being used in the area. Reactions varied from anxiety on the part of one person for fear that horsemeat might be slipped in with ordinary meat supplies without her knowledge, to acceptance of this unfamiliar meat on the part of others, as a possible substitute worth trying. Several families that had been in Europe during the war of 1914-18 had already experimented with horsemeat through necessity. One household was to try some of the horsemeat for the first time that evening at supper.

All of the adjustments were made by higher proportion of urban families than rural. This may be because urban families find it somewhat easier to obtain supplies of these substitutes. It will be remembered also that rural families tended to use less meat in the first place and a higher proportion made no reduction in their consumption of meat (tables 7 and 8).

About one-third of the interviewed housewives were interested in attending demonstrations on ways of preparing dishes that would minimize the inconvenience of cutting down meat consumption. The highest proportion, 35 percent, preferred demonstrations on ways of making meat "go farther" (table 10). A slightly higher percentage of housewives in the cities indicated interest in the demonstrations than those in the towns. Higher percentages are also found in Pawtucket, where more personal contacts were made by salvage leaders explaining the program. In

Table 10.-- Percentages of housewives interested in food demonstrations on sharing meat in sample areas of Rhode Island

| Sample areas       | :          | :Percent interested in demonstrations on: |                 |               |  |
|--------------------|------------|---|-----------------|---------------|--|
|                    | :Total     | :   | :               | :Using beans, |  |
|                    | :number    | : Making meat                             | :Using kidney,  | :peas, eggs,  |  |
|                    | :families: | go farther                                | :liver, tongue: | choose        |  |
| Providence         | 409        | 35  | 28              | 31            |  |
| Pawtucket          | 198        | 43  | 37              | 39            |  |
| Urban total        | 607        | 37  | 31              | 34            |  |
| W. Greenwich       | 32         | 28  | 28              | 28            |  |
| Hopkinton          | 41         | 29  | 20              | 27            |  |
| Lincoln            | 39         | 26  | 15              | 23            |  |
| Burrillville       | 37         | 27  | 19              | 21            |  |
| Rural total        | 149        | 27  | 20              | 25            |  |
| Rhode Island total | 756        | 35  | 29              | 32            |  |

Pawtucket, however, as in the other sections, fewer housewives expressed interest in being shown ways of preparing meat organs.

Rural housewives were on the average older and more experienced in ways of making foods go farther. This partially accounts for the fact that fewer of them, in proportion, indicated desire for food demonstrations, but several were influenced mainly by the fact that they lived in such isolated places they could see no way in which demonstrations could be held close enough to their homes so they could attend. Many mothers, both urban and rural, showed willingness to participate in cooking demonstrations, but saw little likelihood that they could attend because they had small children to care for. A sizable proportion of those who said they could not attend demonstrations were women working in industry, who said the kind of demonstrations which would most interest them would be ways of preparing quick yet wholesome meals.

It is valuable to compare the responses of families that have learned about the Share the Meat Program with those that have not, for this furnishes a means of evaluating the worthwhileness of the campaign. Table 11 compares the two groups in Pawtucket, a city in which roughly the same proportion of families were reached by the program as were so reached in the entire State. It clearly indicates that the program did have an effect, in the desired direction on the consuming habits of

Table 11.-- Comparison of families in Pawtucket who had and had not heard about the Share the Meat Program, with respect to changes in meat consumption and in the use of other foods

| Knowledge of program | Percent   |                   |               |              |
|----------------------|-----------|-------------------|---------------|--------------|
|                      | :Total    | :Reduced consump- | :No change in |              |
|                      | :number   | :tion because of  | :Sharing:     | :Shortage:   |
|                      | :families | :Sharing:         | :Shortage:    | :consumption |
| Familiar             | 149       | 16                | 71            | 13           |
| Unfamiliar           | 49        | 2                 | 65            | 33           |

| Knowledge of program | Percent     |            |            |            |           |          |
|----------------------|-------------|------------|------------|------------|-----------|----------|
|                      | :Increased  | :Increased | :Increased | :Increased | :Spread   | :Used    |
|                      | :ed poultry | :ed fish   | :ed liver, | :ed other  | :the      | :more    |
|                      | :try con-   | :consump-  | :etc. con- | :protein   | :meat in- | :than    |
|                      | :sumption   | :tion      | :sumption  | : foods    | :creased  | :2½ lbs. |
| Familiar             | 69          | 36         | 32         | 61         | 66        | 46       |
| Unfamiliar           | 57          | 20         | 22         | 43         | 49        | 47       |

Pawtucket households. A much higher proportion (nearly eight times as many families familiar with the program) reduced their consumption of meat, and a much smaller proportion had made no changes. Higher percentages increased the use of all the methods suggested for circumventing the



meat shortage. Two thirds of those familiar with the program, for example, increased the use of dishes which spread the meat flavor, while about half of those who had not heard of the campaign made more use of these dishes. The table shows also the importance of reaching as many of the rest as possible, since the two groups contained almost exactly the same proportions of families accustomed to the use of more than  $2\frac{1}{2}$  pounds of meat per week for each adult.

### General Conclusions and Recommendations

It is obvious from the results of the survey that the Share the Meat Campaign in Rhode Island achieved the purposes for which it was intended. A large proportion of families in the State heard about the program and many of these families voluntarily reduced meat consumption. Many housewives reported the increased use of poultry, fish, meat organs, and meat alternates, and there was an increase in use of foods which made meat go a bit farther. Families that had heard about the campaign reduced meat consumption and tried nonrestricted protein foods proportionately more than families who had not heard about the program.

Nevertheless, there were a few areas where little was known about the program and where housewives did not report either a reduction in meat consumption or a desire to learn more about the preparation of unrestricted meats and other protein foods.

Several factors are responsible for the effectiveness with which the Share the Meat Program was handled in Rhode Island. They may be listed as follows:

(1) A particularly strong State nutrition committee was in charge of the program. The Rhode Island Nutrition Council not only was well organized on the State level, but in cooperation with the Rhode Island Council of Defense and the Agricultural Extension Service it had established local nutrition committees in most towns and cities in the State. Because of its relation to the Rhode Island Nutrition Association, the Council had the benefits of (a) continuity, (b) undivided yet changing leadership, (c) financial assistance, (d) close cooperation with other agencies such as the Civilian War Services Branch of the State Council of Defense and the Agricultural Extension Service, (e) a well-defined objective, and (f) the experience gained from handling other nutrition programs in Rhode Island (see appendix).

(2) The use of urban and rural advisors in the campaign was especially fortunate, for this made it possible for the Council to advise local nutrition committees without sacrificing the advantages that accrue from variations to fit local needs.

(3) Considerable initiative was shown by local nutrition committees in the way they conducted the program; thus the resources peculiar to each community were utilized.

(4) Where training meetings were held an effective job was done in the instruction of new workers. This may result in the development of additional leaders in these areas.

(5) The resourceful and understanding guidance that was offered by the Regional Office of Defense Health and Welfare Services of the Federal Security Agency aided the Share the Meat Program in Rhode Island from the very beginning.

(6) Rhode Island is a small State and, in general, a program of this kind is easier to carry out where leaders on the State level are acquainted with local conditions throughout the State.

Several factors acted as deterrents to the successful prosecution of the campaign in Rhode Island. These are:

(1) The program came at an inconvenient time. It fell between the holiday seasons of Thanksgiving and Christmas when most housewives are concerned with a multitude of other things. Agents of the Agricultural Extension Service were writing annual reports and could not spend as much time on the program as they wanted. December in Rhode Island is usually a month of bad weather and unfortunately for the campaign, 1942 was no exception. If it had been possible for each State to hold the campaign at the time most convenient for it, even better results might have been obtained.

(2) The block-leader system had not been set up and in a few places neighborhood leaders were not completely organized. This made it necessary in many areas to use other groups.

(3) A widespread serious meat shortage existed in the State at the time of the campaign. Most housewives were more concerned over how to get enough meat than how to share meat. The shortage became more severe as the program developed and at the time of the house-to-house visits many families had been unable to get any meat for several days.

(4) The "Leave-at-Homes" entitled "Share the Meat for Victory" arrived very late. This was a severe blow to the morale of the organization. Materials for food programs should be in the hands of the organizations sponsoring their distribution at least a week before the beginning of the campaign.

(5) The leaflets were difficult for many housewives to understand. The large foreign-born population of Rhode Island should have had leaflets written in their own languages if they were to be reached by this means.

(6) Most of the information used in the campaign appeared over and over again in the newspapers and had been broadcast from radio stations long before the block and neighborhood leaders received it. This made them feel it was an unnecessary job as it would be largely repetitious.



(7) The procedure for carrying out the program was not considered to be flexible enough to take advantage of many of the resources available in the State, but the Council felt obliged to adhere to the procedure prescribed at the St. Louis conference. The use of other workers beside block and neighborhood leaders was discouraged although most local committees actually brought other groups into the program. Restrictions in the use of newspaper publicity on the State and local level made it impossible to adapt Washington releases to local conditions.

(8) Most housewives realized that "regular meat rationing" was inevitable and did not believe voluntary rationing would solve the problem. This, coupled with an actual shortage of meat, made it difficult to put across the program.

(9) It was generally felt that recipes and concrete suggestions on how to use unrestricted protein foods would have been more valuable than publicity on the need for sharing meat.

(10) The "confidential notices" received from Washington contained information that had already appeared in the newspapers. Many thought that the suggestion of secrecy represented an unsuccessful attempt to impress people with the importance of these notices.

Several recommendations follow logically from this study. They are:

(1) Wartime food campaigns that are concerned with announcing new food programs can best be handled by normal publicity channels such as the press, radio, and theater. Block and neighborhood leaders should be used where vital information must reach every family, and in case local adaptation of the information is needed.

(2) Wartime food programs that involve considerable explanation or guidance can best be handled by block and neighborhood leaders. In the Share the Meat Program local leaders would have been of greater service if they had been entrusted with the job of acquainting housewives with recipes and menus that would help them share meat by using nonrestricted foods obtainable locally.

(3) The block-leader system now being organized by the State Council of Defense should be set up in every Rhode Island city. Many urban people interviewed in the survey indicated that they would be glad to cooperate in any wartime program if it was explained to them.

(4) The Agricultural Extension Service should continue to expand and perfect the neighborhood-leader system in rural areas.

(5) Present trends indicate that the Agricultural Extension Service, through its neighborhood-leader organization, is reaching many more rural families than in the past. This should be encouraged for it will make possible the recruitment and training of many new leaders. As this is done, a larger proportion of the families will know about and participate in wartime programs.

(6) The initiative that was shown in the rural and urban areas during this campaign should be encouraged in future food programs.

(7) The addition of more lay people on the Rhode Island Nutrition Council and on local nutrition committees is advisable. The viewpoint such a group can present will be of special value in the guidance of food programs intended to reach all families.

(8) All material sent out from Federal and State agencies should be clearly labelled and dated. This will assist local people, particularly lay persons, to maintain a consistent account of what is taking place.

(9) Duplicate reports on the progress of food programs should not be requested from local, State, and regional people by agencies working in this field. Clearance of such requests at the various levels would prevent duplication, with the waste and misunderstanding it causes.



## APPENDIX

## The Rhode Island Nutrition Council

History.-- One of the reasons for the success of the Share the Meat Campaign in Rhode Island was the existence of an active and well-organized Nutrition Council. Unlike many States, the Nutrition Council in Rhode Island grew out of an organization, the Rhode Island Nutrition Association, which had been established previously and had handled earlier nutrition programs.

The Rhode Island Nutrition Association was formally launched in March 1938 and held its first meeting a month later. A year earlier a group of professional workers interested in nutrition problems conducted a survey of the nutrition activities of various organizations in the State. This group soon recognized that a larger organization would be more effective and it was at their instigation that the Rhode Island Nutrition Association was established.

In the spring of 1940 the President of Rhode Island State College was asked by the United States Department of Agriculture to appoint a State Nutrition Committee. <sup>3/</sup> He put the matter in the hands of the head of the Home Economics Department who wisely presented it to the Executive Committee of the Rhode Island Nutrition Association. They voted to add some people to their committee and to operate as the official State Nutrition Committee. Shortly thereafter, the Rhode Island Nutrition Association decided to form the Rhode Island Nutrition Council for Defense. In the fall of 1942 the name was changed to the Rhode Island Nutrition Council.

After a Nutrition Council had been organized on a State-wide basis, the Office of Defense Health and Welfare Services of the Federal Security Agency suggested the establishment of county nutrition committees. However, the Rhode Island Nutrition Council decided to sponsor nutrition committees on a town and city basis because Rhode Island is not a large State and functions more on town than on county lines. This proved to be a fortunate decision for soon it was possible for the Rhode Island Nutrition Council and the Rhode Island State Council of Defense jointly to arrange for the establishment of local nutrition committees, thus avoiding duplication of organization.

This brief outline of the history of the Rhode Island Nutrition Council suggests some of the reasons why nutrition work in the State has been so successful. More specifically the advantages of an organizational history of this type are:

(1) Continuity of organization was maintained from the very beginning. Essentially the same organization has handled nutrition work in the State during peacetime, the defense period, and the war. It is

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<sup>3/</sup> Later that year nutrition activities were transferred to the Federal Security Agency with the approval of the President.



reasonable to conclude that the same group will carry on after the war.

(2) Undivided authority was made possible. The nutrition program in Rhode Island has maintained a unified and coordinated leadership. Moreover, the officers of the Association are elected annually and no person can hold the same office for more than two consecutive terms. This has insured the benefits of new leadership without the loss of continuity.

(3) Duplication of effort was avoided. The Rhode Island Nutrition Council has been able to coordinate nutrition activities in the State and thus prevent the waste caused by duplication.

(4) The Rhode Island Nutrition Association accepted partial responsibility for the finances of the Rhode Island Nutrition Council. This makes it possible for the Council to plan and undertake programs which otherwise would be impossible.

Objectives.-- According to the constitution of the Rhode Island Nutrition Association it was founded "to coordinate and promote nutrition work in Rhode Island, to accomplish this, efforts shall be made as follows:

(1) To acquaint each interested association or organized group with the efforts and accomplishments of others in the field of nutrition.

(2) To further cooperation among these agencies by: (a) meetings at which an exchange of ideas is encouraged, (b) an exchange of literature on nutrition projects,

(3) To undertake or cooperate actively in at least one joint project or Institute each year.

(4) To keep the members acquainted with the newer findings in nutrition.

(5) To promote from time to time such other activities as would carry out the stated purpose of the association." 4/

The Rhode Island Nutrition Council has adapted these objectives of the Association to meet the war situation. In general their purpose is "to have every person in Rhode Island eat enough of the right foods to help build and maintain the best possible health and physical fitness." To achieve this purpose the Council, in August 1941, listed several points for emphasis. Briefly stated these points were:

(1) A daily check list of foods adapted to the customs of all nationalities should be used by housewives.

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4/ Case, Florence Haynes. "The Rhode Island Nutrition Association" Journal of Home Economics Vol. 30 No. 10 Dec. 1938. p. 705-6

(2) Milk, vegetables, fruit, fish, whole grain cereals, eggs and fish-liver oils should be used in greater quantities by most groups.

(3) Well-balanced meals should be provided in homes, schools, factories, offices, and restaurants.

(4) Knowledge of low-cost foods and menus should be made available to everyone.

(5) Home production of foods should be encouraged.

(6) Preservation of foods should be encouraged.

(7) Careful attention should be paid to the storage, preparation, and cooking of foods in order to preserve food values.

(8) Sanitary control of the preparation, distribution, and dispensing of food should be maintained.

(9) Pasteurization of milk, cream, and the ingredients of dairy products should be encouraged.

(10) Nutrition should be taught to all age levels and in all school systems.

(11) Adult-education programs to teach nutrition and food buying should be encouraged.

(12) The proper choice of foods is the most satisfactory means of supplying known body needs for health.

(13) Relief allowances should be given to make possible the adequate purchase of the right foods.

(14) The Food Stamp plan should be extended into all communities in Rhode Island.

The Rhode Island Nutrition Council has worked in cooperation with the Rhode Island Council of Defense. In the fall of 1941 the Chairman of the Rhode Island Nutrition Council for Defense was appointed Nutrition Advisor for the Medical Aid and Health Section of the State Defense Council. Early in 1943 the Chairman of the Rhode Island Nutrition Council was appointed Chief of the Sub-Division on Nutrition in the Health and Medical Division of the Civilian War Services of the Rhode Island Council of Defense. The necessity for this Sub-Division is described as follows, "The advances made in the field of nutrition in the past few years have been thrown into sharp relief by the war. Unfortunately the public has not kept pace with the nutritional advances, and an intensive educational program will be needed to advise every housewife of the importance of balanced diets, utilization of proper foods, etc., in the protection of the health of the individual on the home front. The continued expansion of food rationing has undoubtedly made everyone conscious of



food values, and it certainly paves the way for the opportunity to make great advances in general education of nutrition programs."

The objectives of the Rhode Island Nutrition Council and its parent organization are broad enough to cover practically all National, State, or local nutrition programs and yet are specific enough to serve as effective guideposts for the organization.

Organization.-- The relation of the Rhode Island Nutrition Council and the Rhode Island Nutrition Association is shown in figure 4. Members of the Association automatically become members of the Council. A few Council members are not members of the Association; they were asked to serve on the Council as representatives of agencies interested in promoting nutrition within the State. Some of these later joined the Association; others did not.

From the beginning, membership in the Rhode Island Nutrition Association has been opened to "any individual or representative of any organization interested in promoting better nutrition in the State." The annual membership fee is \$1. There are now 95 members; nearly 90 percent are professional workers. About 12 percent are men, mostly doctors and teachers. More than one-fourth of the members are drawn from nursing associations and hospitals. About one-fifth of the members are connected with schools. State and city public agencies account for 12 percent. A similar proportion represent private agencies and 8 percent come from the staff of Rhode Island State College.

The officers of the Rhode Island Nutrition Association also govern the activities of the Rhode Island Nutrition Council. According to the constitution of the Association, officers are elected annually and no individual may hold the same position for more than 2 consecutive years.

An executive committee directs the program of the Rhode Island Nutrition Association. This committee is composed of the officers, the chairmen of the standing committees, and some members at large, the total membership not to exceed 20 persons. At present, 16 persons make up the executive committee. The committees represented are: (1) membership, (2) nominating, (3) program, (4) institute, (5) publicity, and (6) publications. From time to time, temporary committees have been appointed to handle special assignments.

The executive committee of this Council includes the officers of the Council, 12 committee chairmen, 7 members at large, and 4 advisors. Occasionally other individuals may meet with the executive committee; all members of this committee are professional workers.

Nutrition committees have been organized in all the cities and in 28 of the 31 towns in Rhode Island. An arrangement was worked out with the Rhode Island State Council of Defense under which the Rhode Island Nutrition Council organized the local nutrition committees, and the chairmen of the local Defense Councils or the chairmen of the Medical Division approved the local nutrition committee chairmen.

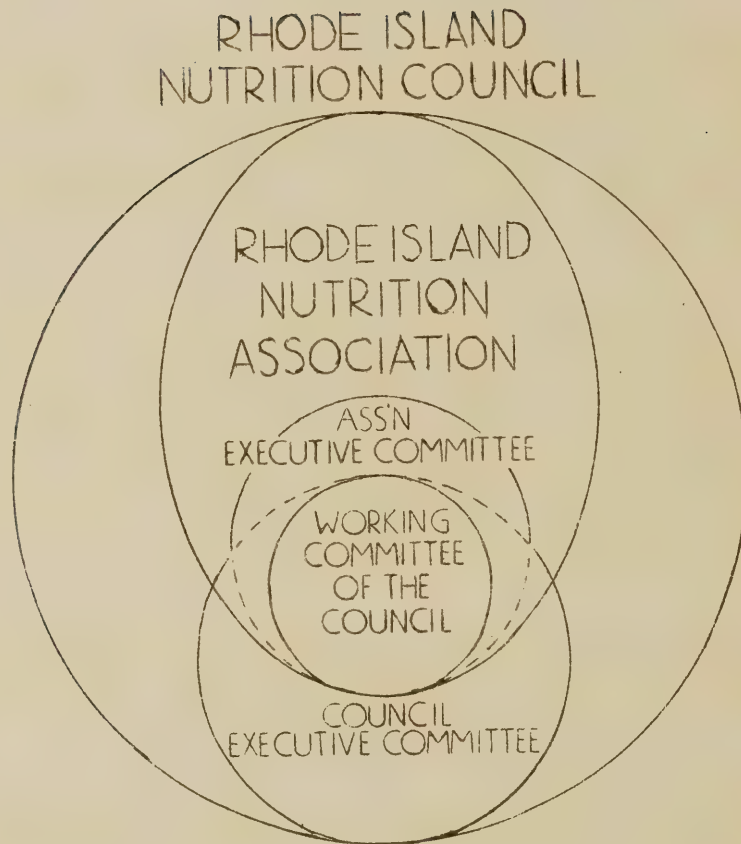


Figure 4.-- Diagram showing the structure of the Rhode Island Nutrition Council



Most of the committees were organized during the early part of 1942. A few were established earlier and the rest were formed during the summer and fall of 1942. One or more members of the Rhode Island Nutrition Council went into each town and organized nutrition committees. In most of the rural towns some members of the nutrition committee were drawn from the local Home Demonstration Clubs although the chairmen and other members were frequently recruited from other sources.

All of the chairmen of local nutrition committees are women; most of them are housewives and slightly over half are also employed outside their homes, principally as school teachers.

The organization of the Rhode Island Nutrition Council provides for a close working relationship with the Rhode Island Nutrition Association and has all the advantages that accrue to such a relationship. The organization provides for active cooperation with local Defense Councils and gives guidance and suggestions to local nutrition committees without undue restraint upon local initiative.

Program.--- The Rhode Island Nutrition Association carries on a rather extensive program each year. A series of meetings is held at which current problems are discussed and well-known speakers are presented. In 1942-43 the following topics are being covered: (1) the work of the Office of Price Administration, (2) food habits and morale, (3) industrial health and nutrition, and (4) nutrition in New England and Hawaii.

In previous years many other subjects related to nutrition have been presented in these meetings. Children's diets, international nutrition problems, vitamins, allergies, milk control, school lunch programs, whole-grain and enriched products, and the diets of different ethnic groups were among the topics.

The Association publishes a pamphlet entitled the Nutrition News Digest three times a year. It contains a brief summary of recent articles in the nutrition field, news items of interest to Association members including some personal notes, and original comments and editorials on the nutrition situation.

In addition, the Rhode Island Nutrition Association sponsors the Rhode Island Nutrition Council and the various activities of this group. The Council receives some suggestions for its program from various federal agencies, especially the Nutrition Section of the Office of Defense Health and Welfare Services of the Federal Security Agency. The Council undertakes many other activities that are of particular concern to Rhode Island and it advises and makes suggestions to the various local nutrition committees.

In the fall of 1941 and again a year later, the Rhode Island Nutrition Council sponsored a "Nutrition Week." In 1941, "Nutrition Week" was held September 14 to 20, and was announced by the Governor's proclamation. The slogan for that Nutrition Week was "Help Make America Strong By Making Rhode Islanders Stronger." Thirteen radio programs

ranging from 5 to 30 minutes were given over Rhode Island stations. Prizes were offered for the best letters on "How I feed my family well-balanced meals and save money." A check list of foods that should be used every day was prepared and given wide distribution. Newspapers carried stories concerning the activities of the week and local food stores gave publicity to the work in their paid advertisements. A conference was held at the close of the week at which the aims of the Council were announced, the nutrition services available in the State were pointed out, the school-lunch and surplus commodities programs were discussed, the place of the community nutritionist was analyzed, and relation between nutrition and national defense was shown. Throughout the week the use of food products grown in Rhode Island was advocated.

In 1942, Nutrition Week was held October 24 to 31, and a "Food For Fitness Week" was proclaimed by the Governor. Meetings were held in many more communities than the year before, the newly organized local nutrition committees making this possible.

For example, in Pawtucket during Food For Fitness Week, the nutrition committee held five food demonstrations a day in the Pawtucket Welfare Building at which time pamphlets were distributed. Daily food demonstrations were held at the Y.W.C.A. Homemaking Center. At the new Prospect Heights Housing Project nutrition pictures were shown and information was handed out. The local gas and electric company, through its home demonstration representative, who is a member of the local nutrition committee, held daily food demonstrations and maintained a large window display dealing with scientific nutrition. The committee placed about 100 window posters on Food For Fitness Week throughout the city.

The Rhode Island Nutrition Council actively participated in a canning project in the summer of 1942. A puppet show entitled "Vitamins For Victory" has been presented to audiences totaling approximately 8,500 persons. This play was written by the Agricultural Extension Service and sponsored by the Council. In many communities it was given by the members of the Extension Service at meetings arranged by local nutrition committees.

The programs of the Rhode Island Nutrition Council and the Rhode Island Nutrition Association have covered a wide range of nutrition activities. Especially noteworthy has been the modification of the program to meet wartime conditions and the trend to make more of the activities State-wide in scope. Because of the rich and varied experience gained in carrying out these programs the Rhode Island Nutrition Council was in a favorable position to undertake the Share the Meat Program.



ANALYSIS OF THE SHARE THE MEAT PROGRAM

RHODE ISLAND NUTRITION COUNCIL AND THE  
RHODE ISLAND AGRICULTURAL EXTENSION SERVICE  
IN COOPERATION WITH THE  
BUREAU OF AGRICULTURAL ECONOMICS  
UNITED STATES DEPARTMENT OF AGRICULTURE

1. Who is the neighborhood leader or minuteman representing the Extension Service in your neighborhood?  
Know name \_\_\_\_\_ Know \_\_\_\_\_ Confused \_\_\_\_\_  
Don't know \_\_\_\_\_ Know person but not as leader \_\_\_\_\_
2. Who was the person in your neighborhood working on the Share the Meat program?  
Know name \_\_\_\_\_ Know \_\_\_\_\_ Confused \_\_\_\_\_ Know person but not in official capacity \_\_\_\_\_
3. Has this person talked with you or someone in your family about the Share the Meat program?  
Yes \_\_\_\_\_ Not sure \_\_\_\_\_ No \_\_\_\_\_
4. Was a Share the Meat for Victory leaflet left at your home?  
Yes \_\_\_\_\_ Not sure \_\_\_\_\_ No \_\_\_\_\_
5. How did you receive this leaflet?  
Given personally \_\_\_\_\_ Left at home \_\_\_\_\_ Distributed at meeting \_\_\_\_\_  
Other \_\_\_\_\_
6. Have you read this leaflet?  
Yes \_\_\_\_\_ Not sure \_\_\_\_\_ No \_\_\_\_\_
7. Do you still have this leaflet?  
Yes \_\_\_\_\_ Not sure \_\_\_\_\_ No \_\_\_\_\_
8. Have you filled in the household meat chart on page 2?  
Yes \_\_\_\_\_ Not sure \_\_\_\_\_ No \_\_\_\_\_
9. Did the leaflet help you?  
(a) not at all \_\_\_\_\_  
(b) not sure \_\_\_\_\_  
(c) understand the reasons for sharing the meat \_\_\_\_\_  
(d) understand how to Share the Meat \_\_\_\_\_  
(e) by showing how other food products could be used \_\_\_\_\_  
(f) \_\_\_\_\_
10. From what sources did you learn about the Share the Meat program?  
Radio \_\_\_\_\_ Newspaper \_\_\_\_\_ Neighborhood leader \_\_\_\_\_ Neighbors \_\_\_\_\_
11. Which source gave you the best information?  
Radio \_\_\_\_\_ Newspaper \_\_\_\_\_ Neighborhood leader \_\_\_\_\_ Neighbors \_\_\_\_\_
12. Had you been accustomed to use more than  $2\frac{1}{2}$  pounds of meat per adult each week?  
Yes \_\_\_\_\_ No \_\_\_\_\_ Not sure \_\_\_\_\_

13. Have you made any changes in your meat consumption since learning about the Share the Meat program?  
Yes \_\_\_\_\_ Not sure \_\_\_\_\_ No \_\_\_\_\_ No change needed \_\_\_\_\_
14. What changes have you made in meat consumption?  
Reduced \_\_\_\_\_ Increased \_\_\_\_\_ No change needed \_\_\_\_\_ Reduced because of meat shortage \_\_\_\_\_
15. Have you used more poultry and fish this winter?  
Yes \_\_\_\_\_ No \_\_\_\_\_ Not sure \_\_\_\_\_
- Have you used more kidney, liver, tongue, etc., this winter?  
Yes \_\_\_\_\_ No \_\_\_\_\_ Not sure \_\_\_\_\_
- Have you used more beans, peas, eggs, cheese this winter?  
Yes \_\_\_\_\_ No \_\_\_\_\_ Not sure \_\_\_\_\_
- Have you spread the meat flavor over other foods more than usual this winter?  
Yes \_\_\_\_\_ No \_\_\_\_\_ Not sure \_\_\_\_\_
16. Will you be interested in attending a food demonstration on:  
(a) How to make a little meat go a long way? Yes \_\_\_\_\_ No \_\_\_\_\_ Not sure \_\_\_\_\_  
(b) How to prepare kidneys, tongue, liver, etc.? Yes \_\_\_\_\_ No \_\_\_\_\_ Not sure \_\_\_\_\_  
(c) How to prepare beans, peas, eggs, cheese dishes? Yes \_\_\_\_\_ No \_\_\_\_\_ Not sure \_\_\_\_\_

CLASSIFICATION DATA

1. Town \_\_\_\_\_.
2. Member of family in armed forces \_\_\_\_\_  
in defense industry \_\_\_\_\_  
in civilian defense work \_\_\_\_\_
3. National origin \_\_\_\_\_
4. Religion \_\_\_\_\_
5. Age of housewife under 35 \_\_\_\_\_  
35-54 \_\_\_\_\_  
over 54 \_\_\_\_\_
6. Occupation of head of household \_\_\_\_\_.
7. Check one:  
Rural residence \_\_\_\_\_ Small farm \_\_\_\_\_ Small commercial farm \_\_\_\_\_  
Large commercial farm \_\_\_\_\_
8. Call back \_\_\_\_\_
9. Gave leaflet \_\_\_\_\_



ANALYSIS OF THE SHARE THE MEAT PROGRAM

RHODE ISLAND NUTRITION COUNCIL COOPERATING  
BUREAU OF AGRICULTURAL ECONOMICS, USDA.

1. Have you heard about the Share the Meat Program?  
Yes \_\_\_\_\_ No \_\_\_\_\_ Not Sure \_\_\_\_\_
2. From what sources did you hear about the Share the Meat Program?  
(Indicate chronological order):  
Radio \_\_\_\_\_ Newspapers \_\_\_\_\_ Salvage Block Leader \_\_\_\_\_  
Other (write in) \_\_\_\_\_
3. Which source gave you the best information about the Share the Meat Program?  
Radio \_\_\_\_\_ Newspapers \_\_\_\_\_ Salvage Block Leader \_\_\_\_\_  
Other \_\_\_\_\_
4. Did you receive a Share the Meat leaflet?  
Yes \_\_\_\_\_ No \_\_\_\_\_ Not Sure \_\_\_\_\_
5. Had you been accustomed to using more than  $2\frac{1}{2}$  pounds of meat per adult each week?  
Yes \_\_\_\_\_ No \_\_\_\_\_ Not Sure \_\_\_\_\_
6. What changes have you made in your meat consumption this winter?  
Reduced because of meat shortage \_\_\_\_\_ Increased \_\_\_\_\_  
Reduced in order to Share the Meat \_\_\_\_\_ No Change \_\_\_\_\_
7. Which of the following foods have you used more than usual this winter?  
Poultry \_\_\_\_\_ Kidney, liver, tongue, etc. \_\_\_\_\_  
Fish \_\_\_\_\_ Beans, peas, eggs, cheese \_\_\_\_\_
8. Have you spread the meat flavor over other foods more than usual this winter?  
Yes \_\_\_\_\_ No \_\_\_\_\_ Not Sure \_\_\_\_\_
9. Would you be interested in attending a food demonstration on:  
(a) How to make a little meat go a long way?  
Yes \_\_\_\_\_ No \_\_\_\_\_ Not Sure \_\_\_\_\_  
(b) How to prepare kidneys, liver, tongue, etc.?  
Yes \_\_\_\_\_ No \_\_\_\_\_ Not Sure \_\_\_\_\_  
(c) How to prepare beans, peas, eggs, cheese dishes?  
Yes \_\_\_\_\_ No \_\_\_\_\_ Not Sure \_\_\_\_\_
10. Check estimated age of housewife (do not ask)  
Under 35 \_\_\_\_\_ 35-54 \_\_\_\_\_ Over 54 \_\_\_\_\_
11. Street \_\_\_\_\_ Ward \_\_\_\_\_









Waller Wynne, Jr.